



Order / Rev: 706192  
 Alt Order #: 06276072  
 Flight Dates: 08/15/12 - 08/21/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 28  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	08/15/12	08/17/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	6	\$1,000.00	P-2	0.00	NM	6	\$6,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					6	\$1,000.00		0.00			
E 4	WKYC	08/20/12	08/21/12	M-F 7-9a Today Today Show	CM	7a-9a	MT-----	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					4	\$1,000.00		0.00			
E 5	WKYC	08/15/12	08/17/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$400.00		0.00			
E 6	WKYC	08/20/12	08/21/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$400.00		0.00			
E 7	WKYC	08/20/12	08/21/12	M-F 10-11a M-F 10-11a	CM	10a-11a	MT-----	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$225.00		0.00			
E 8	WKYC	08/15/12	08/17/12	M-F 10-11a M-F 10-11a	CM	10a-11a	--WTF--	:30	3	\$225.00	P-2	0.00	NM	3	\$675.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$225.00		0.00			
E 9	WKYC	08/15/12	08/17/12	M-F 12-1230p Channel 3 News Midday	CM	12p-1230p	--WTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$250.00		0.00			
E 10	WKYC	08/20/12	08/21/12	M-F 12-1230p Channel 3 News Midday	CM	12p-1230p	MT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$250.00		0.00			
E 11	WKYC	08/15/12	08/17/12	Days of Our Lives Days of Our Lives	CM	1p-2p	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$500.00		0.00			
E 12	WKYC	08/20/12	08/21/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MT-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$500.00		0.00			
E 13	WKYC	08/20/12	08/21/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MT-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$500.00		0.00			
E 14	WKYC	08/15/12	08/17/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$500.00		0.00			
E 15	WKYC	08/15/12	08/17/12		CM	6p-630p	--WTF--	:30	6	\$2,000.00	P-2	0.00	NM	6	\$12,000.00



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 27	WKYC	08/18/12	08/18/12	Sat 11-1135p LN SAT	CM	11-1130p	-----S-	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		1				\$2,800.00		0.00			
E 28	WKYC	08/19/12	08/19/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1				\$850.00		0.00			
E 29	WKYC	08/19/12	08/19/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1				\$2,000.00		0.00			
E 30	WKYC	08/19/12	08/19/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		2				\$1,800.00		0.00			
E 31	WKYC	08/19/12	08/19/12	Sun 11-1135p LN SUN	CM	11-1135p	-----S	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1				\$2,800.00		0.00			
Totals														88	\$107,675.00